

REMARKS

Reconsideration of the issues raised in the above referenced Office Action is respectfully solicited.

Applicants appreciate the allowance of Claims 1-3, 5-10, 12 and 17-24.

The rejection of Claim 13 under 35 USC §102(e) as being anticipated by Watanabe, Japanese Publication No. 2001-154584 has been considered.

Watanabe discloses a label to be fixed to merchandise including a fixed price and dash lines through an additional price.

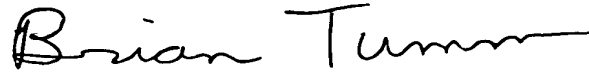
The Office Action states that the detachable label body is capable of having a part of the advertisement region folded toward a back surface of the label body in order to glue to the back surface. While any label "can be" folded, it is unclear why one would fold the label body illustrated in Figures 5 and 6 of Watanabe in such a manner. If folded, part of the indicia provided on the label body would not be viewable. Further, a portion of the indicia would almost certainly be only partially viewable and thus not totally readable. Such folding, wherein numbers for example are not completely legible, would provide a resulting label that is not aesthetically pleasing or completely informative.

Further, Applicants' amended Claim 13 now recites a method including "folding a back part of the advertisement region along a fold line toward a back surface of the label body". There is no disclosure of a fold line for the label of Watanabe, much less folding the label along the fold line.

For the above reasons, reconsideration and withdrawal of the rejection of Claim 13 under 35 USC §102(e) as being anticipated by Watanabe is respectfully requested.

Further and favorable reconsideration is respectfully solicited.

Respectfully submitted,



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Encl: Postal Card

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